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4. The apparatus according to claim 1, further comprising exposure control means for controlling an

exposure of the picked-up image, wherein said setting means changes the control value for said noise reduction means in accordance with a control value for said exposure control means.

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5. The apparatus according to claim 1, wherein said setting means stepwise changes the control value for said noise reduction means when the zoom operation transfers from an execution state to a stop state.

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6. The apparatus according to claim 1, wherein said setting means stepwise changes the control value for said noise reduction means when the zoom operation transfers from a stop state to an execution state.

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7. The apparatus according to claim 1, further comprising optical zoom means for optically zooming an image of an object and electronic zoom means for electronically processing the image of the object, wherein said zoom control means controls said optical zoom means for optically zooming the image of the object and said electronic zoom means for electronically processing the image of the object.

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8. The apparatus according to claim 7, wherein said electronic zoom means executes the zoom operation for an image whose noises were reduced by said noise

reduction means, and said setting means sets the control value providing a lower noise reduction amount than an amount to be used when said electronic zoom means executes the zoom operation, if it is judged that
5 said optical zoom means executes the zoom operation.

9. An image sensing method comprising the steps of:

reducing noises of a sensed image by utilizing
10 images having correlation in time;

controlling a zoom magnification factor of the image sensing apparatus;

judging whether said zoom control step is executing a zoom operation; and

15 setting a control value for said noise reduction step in accordance with a judgement result at said judging step.

10. The method according to claim 9, wherein said
20 setting step sets the control value providing a lower noise reduction amount than an amount to be used when the zoom operation is stopped, if said judging step judges that the zoom operation is executed.

25 11. The method according to claim 9, wherein said setting step sets the control value for said noise reduction step in accordance with a magnification

factor per unit time used at said zoom control step.

12. The method according to claim 9, further comprising a step of controlling an exposure of the picked-up image, wherein said setting step changes the control value for said noise reduction step in accordance with a control value for said exposure control step.

13. The method according to claim 9, wherein said setting step stepwise changes the control value for said noise reduction step when the zoom operation transfers from an execution state to a stop state.

14. The method according to claim 9, wherein said setting step stepwise changes the control value for said noise reduction step when the zoom operation transfers from a stop state to an execution state.

15. The method according to claim 9, further comprising a step of optically zooming an image of an object and a step of electronically processing the image of the object, wherein said zoom control step controls said optical zoom step of optically zooming the image of the object and said electronic zoom step of electronically processing the image of the object.

16. The method according to claim 15, wherein
said electronic zoom step executes the zoom operation
for an image whose noises were reduced at said noise
reduction step, and said setting step sets the control
5 value providing a lower noise reduction amount than an
amount to be used when said electronic zoom step
executes the zoom operation, if it is judged that said
optical zoom step executes the zoom operation.

10 17. A storage medium storing a program for
executing an image sensing method, said method
comprising the steps of:

reducing noises of a sensed image by utilizing
images having correlation in time;

15 controlling a zoom magnification factor of the
image sensing apparatus;

judging whether said zoom control step is
executing a zoom operation; and

20 setting a control value for said noise reduction
step in accordance with a judgement result at said
judging step.